



The Norway125 Committee is thrilled to announce a four-day festival to celebrate the 125th birthday of the City of Norway. The Quasquicentennial (125-year) celebration, to be held at Marion Park, will provide a vibrant venue for festival-goers and will provide a wonderful opportunity to showcase your support for our community.

The event starts on June 30th, and will conclude on July 3rd, 2016. Main stage entertainment will be performed by nationally-headlining artists; we are aiming at a mix of oldies, country, and rock music that is sure to attract a wide array of music lovers. Food and beverages will be available all weekend long on the event grounds.

Others events throughout the weekend are a carnival, a 125-lap feature car race, a softball tournament, and various vendor booths that are sure to provide entertainment for all attendees.

The four-day event will be sure to attract thousands of fans from across the Upper Peninsula of Michigan and neighboring states. Promotional marketing of your business could be showcased throughout all of our social media, including Facebook, Twitter, Instagram, our webpage (<http://norway125.weebly.com/>), newspapers, radio, and all other forms of advertising related to the event. Please consider supporting our community and becoming a sponsor for this exciting, family-friendly event. As part of this packet we are enclosing a breakdown of sponsorship levels and a sponsorship form. If you would like to sponsor this wonderful event, please fill out the sponsorship form and mail the form along with payment to the address shown on the form; or, go to our website and fill out an online sponsorship form.

On behalf of all of the Norway125 Committee members: **Thank you!**

Sponsorship levels are on the next page.

Sponsorship Levels

Titanium Sponsor (\$30,000 Investment - Value of \$65,000)

Sponsor Name/Logo on Main Stage for Entire Event
Entertainer Introductions by Sponsor Rep with Media Person
Sponsor Name in All News Releases
Sponsor Logo on All Event Posters Distributed in Two-State Area
Sponsor Mentioned in All Radio Advertising
Sponsor Name, Logo, & Hyperlink on Festival Website & Festival App
Sponsor Logo on Thank You Board at Marion Park Grounds
Sponsor Promoted on Festival Facebook page
All Sponsor Promotions Shared on Festival Facebook Page
Sponsor Name on All Printed Festival Advertisements, Banners, & Entry Wristbands
Description of Sponsor in Festival Program & App
Corporate VIP Seating & Admission Tickets to All Shows for Sponsor Delegates: 30

Platinum Sponsor (\$20,000 Investment - Value of \$45,000)

Sponsor Name in All News Releases
Sponsor Logo on All Event Posters Distributed in Two-State Area
Sponsor Mentioned in All Radio Advertising
Sponsor Name, Logo, & Hyperlink on Festival Website & Festival App
Sponsor Promoted on Festival Facebook Page
Sponsor Name on All but Main Stage Printed Festival Advertisements & Banners
Description of Sponsor in Festival Program & App
Sponsor Logo on Thank You Board at Marion Park Grounds
Corporate VIP Seating & Admission Tickets to All Shows for Sponsor Delegates: 20

Gold Sponsor (\$15,000 Investment - Value of \$30,000)

Sponsor Name in All News Releases
Sponsor Logo on All Event Posters Distributed in Two-State Area
Sponsor Mentioned in All Radio Advertising
Sponsor Name, Logo, & Hyperlink on Festival Website
Sponsor Promoted on Festival Facebook Page
Sponsor Name on All but Main Stage Printed Festival Advertisements
Sponsor Logo on Thank You Board at Marion Park Grounds
Corporate VIP Seating & Admission Tickets to All Shows for Sponsor Delegates: 20

Silver Sponsor (\$10,000 Investment - Value of \$20,000)

Sponsor Logo on All Event Posters Distributed in Two-State Area
Sponsor Mentioned in All Radio Advertising
Sponsor Name, Logo, & Hyperlink on Festival Website
Sponsor Promoted on Festival Facebook Page
Sponsor Name on All but Main Stage Printed Festival Advertisements
Sponsor Logo on Thank You Board at Marion Park Grounds
Corporate VIP Seating & Admission Tickets to All Shows for Sponsor Delegates: 14

Bronze Sponsor (\$5,000 Investment - Value of \$10,000)

Sponsor Logo on All Event Posters Distributed in Two-State Area
Sponsor Name, Logo, & Hyperlink on Festival Website
Sponsor Promoted on Festival Facebook Page
Sponsor Logo on Thank You Board at Marion Park Grounds
Corporate VIP Seating & Admission Tickets to All Shows for Sponsor Delegates: 10

Supporting Sponsor (\$2,500 Investment - Value of \$5,000)

Sponsor Logo on All Event Posters Distributed in Two-State Area

Sponsor Logo on Thank You Board at Marion Park Grounds

Corporate VIP Seating & Admission Tickets to All Shows for Sponsor Delegates: 8

Participating Sponsor (\$1,000 Investment - Value of \$3,000)

Sponsor Logo on Thank You Board at Marion Park Grounds

Corporate VIP Seating & Admission Tickets to All Shows for Sponsor Delegates: 4

Honorary Sponsor (\$500 Investment - Value of \$1,000)

Sponsor Name on Thank You Board at Marion Park Grounds

Preferential Seating & Admission Tickets to All Shows for Sponsor Delegates: 4

Centennial Supporter (\$150 Investment - Value of \$300)

Sponsor Name on Thank You Board at Marion Park Grounds

Preferential Seating & Admission Tickets to All Shows for Sponsor Delegates: 2

Sponsorship Agreement on the next page.

Norway125 Sponsorship Agreement

Business Name: _____

Contact Person: _____

Mailing Address: _____

Phone Number: (_____) _____

Email: _____ **Website:** _____

I would like to sponsor the centennial at the following level:

- ☐ – Titanium Sponsorship (\$30,000)
- ☐ – Platinum Sponsorship (\$20,000)
- ☐ – Gold Sponsorship (\$15,000)
- ☐ – Silver Sponsorship (\$10,000)
- ☐ – Bronze Sponsorship (\$5,000)
- ☐ – Supporting Sponsorship (\$2,500)
- ☐ – Participating Sponsorship (\$1,000)
- ☐ – Honorary Sponsorship (\$500)
- ☐ – Centennial Sponsorship (\$150)

Checks payable to: **Norway125**

Mail to: **Norway City Hall**
P.O. Box 99
Norway, MI 49870-0099

Thank you so much for your very important support!

